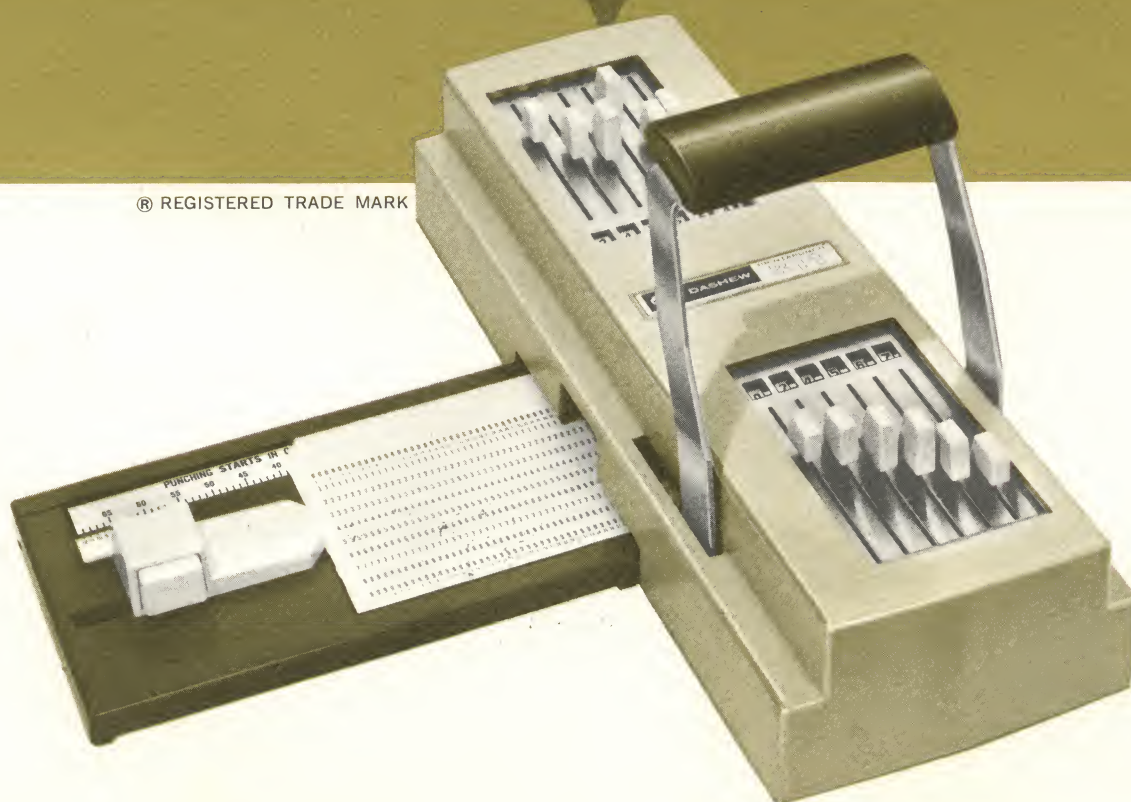


INTRODUCING A NEW SERIES OF SOURCE DATA RECORDING EQUIPMENT

PRINTAPUNCH® MODEL 311

® REGISTERED TRADE MARK



LOW COST SOURCE DATA RECORDING

Now that EDP hardware has brought optimum levels of speed and efficiency within reach of the machine room, information scientists and systems analysts are increasingly turning their attention toward the problems of data origin. Where does the data come from? How quickly and efficiently? And at what price?

Indeed, there seems to be little advantage in microsecond multiplication of data which has already been delayed by days or weeks between source origin and processing. Nor is sophisticated checking circuitry of much value against human error and accumulated inaccuracies of data transmission.

Precisely in answer to these needs, PRINTAPUNCH has been designed to:

- eliminate errors of remote data reconstruction and translation
- facilitate data gathering throughout user organizations
- increase EDP input speed
- tighten the reporting/computing cycle
- smooth out peak loading, eliminate overloading of conventional keypunching facilities.

Easy to learn, convenient to use

PRINTAPUNCH cuts through the bottlenecks of routine data handling by putting keypunch capability wherever data originates... or is expected to originate. It can be used to bring forth rapid, accurate data from every division, department, branch office and remote site in your organization.

In a matter of minutes, anyone can learn to use PRINTAPUNCH for punching and printing numeric information in standard 51 or 80 column tab cards. Variable selectors provide punch settings 0 through 9, plus a "no punch" position. A removable tray is included for gathering and disposing of the punched chits after card preparation. Here's how it works.

Simultaneous printing of up to 12 columns

After inserting a tab card into PRINTAPUNCH, the calibrated, adjustable stop is moved across the form board to a column where the first punch is to be located. Numeric information to be punched is determined by the setting of variable selectors. Twelve positions, six at the top and six at the bottom, may be set at a time. All 12 may punch simultaneously. As a by-product, an automatic printing wheel in contact with an inked ribbon will "interpret," or print out the numerical result above each column.

Accuracy of the Model 311 PRINTAPUNCH is materially increased by several user-oriented design features. First, the calibrated adjustable stop allows easy positioning of the tab card to the appropriate location for punching. Second, visual verification of the 12 selector settings is provided by numeric read-out windows. Prior to punching, the operator is able to quickly check all settings as indicated on the selector panel. Then as the hand lever is actuated, all numbers are printed, or interpreted, at the top of their respective columns. This enables the operator to double check himself after removing the card from PRINTAPUNCH.

Depending upon application needs, the operator may elect to pre-set some of the selectors for standard headings or other

recurrent information; e.g., date, cost center codes, etc. To protect pre-set values, cover guards are used to prevent unintended resetting of the selector switches.

Optional program bar

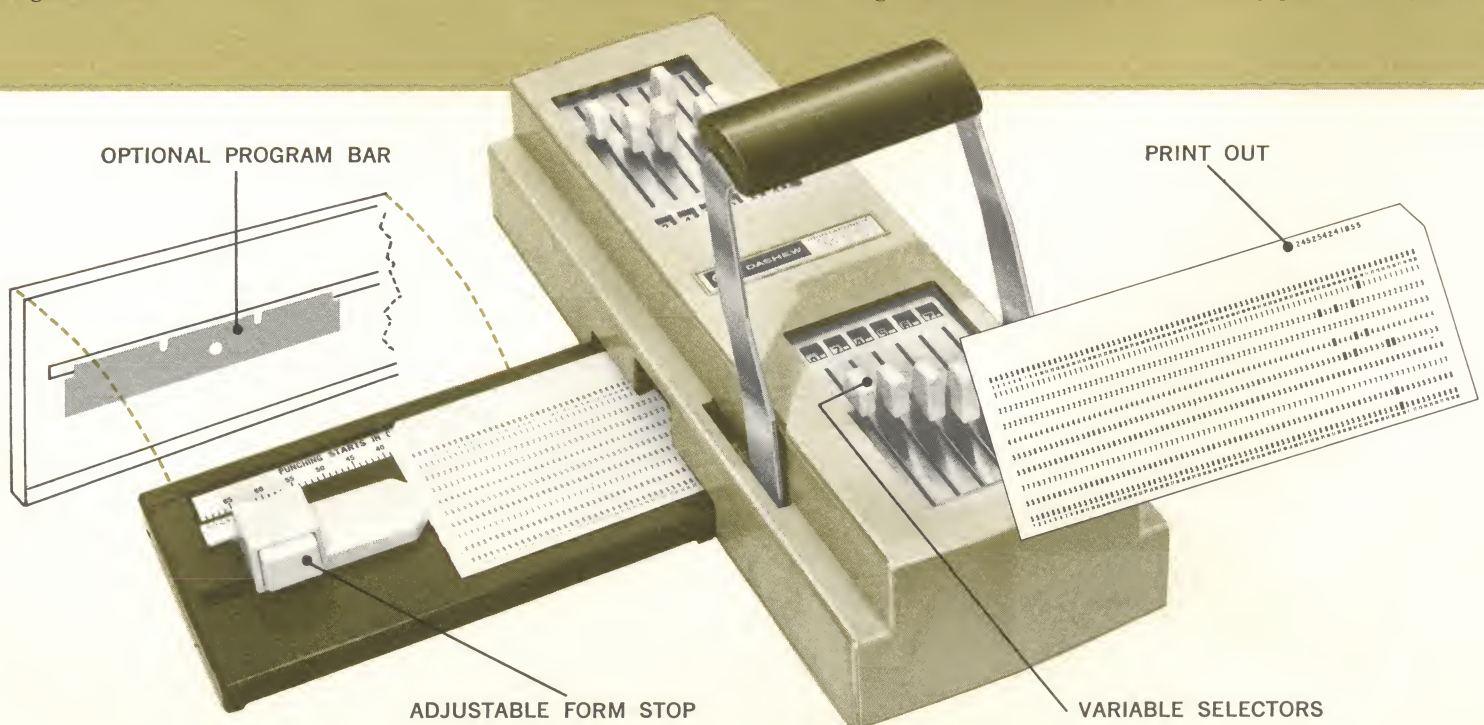
An optional program bar also increases the accuracy and speed of PRINTAPUNCH operation. In applications of numerous, recurrent field selection, the bar is programmed to automatically stop the cards to be punched in pre-determined field locations. This allows much more rapid movement across the form board and assured accuracy for the non-specialist.

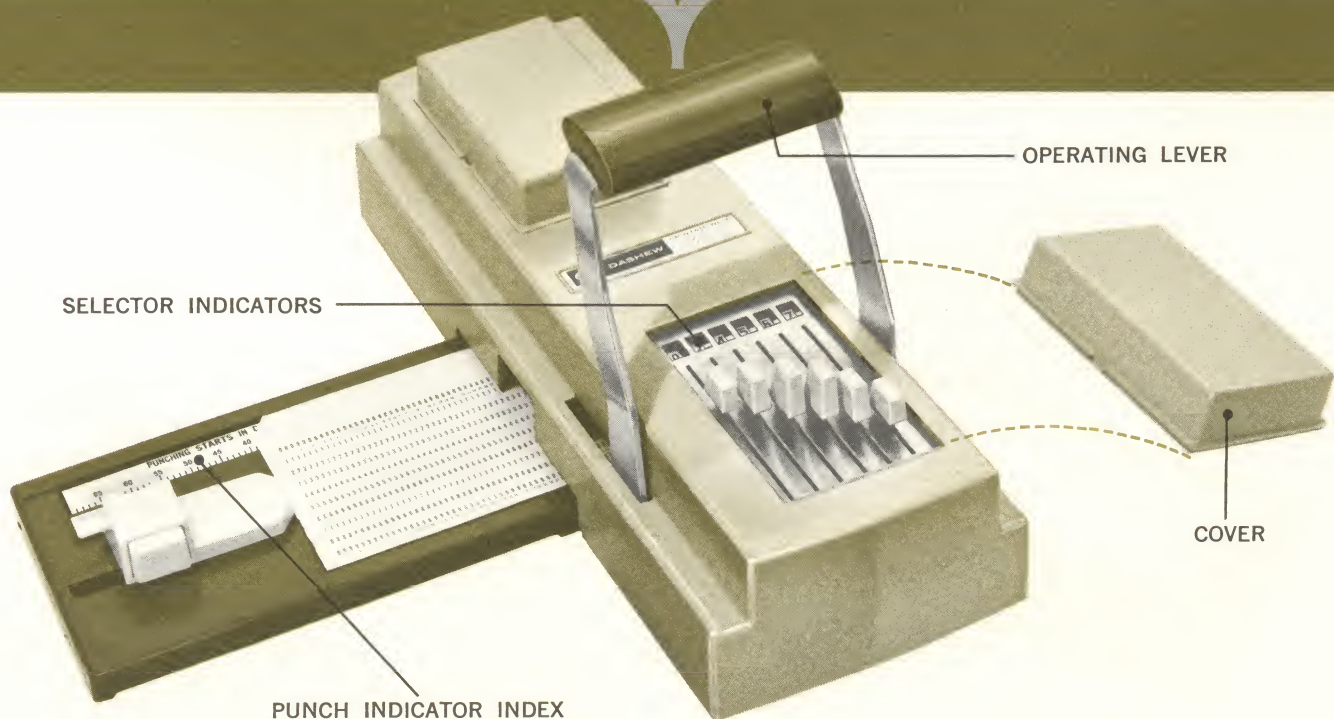
Inherent in the PRINTAPUNCH design is high mobility (6½ lbs.) and exceptional ease of operation. This means that your keypunching can go wherever the need is and can be operated by any one, even non-specialist and non-technical personnel. Thus, PRINTAPUNCH becomes the practical answer to the overload problem in conventional keypunching facilities.

Source application oriented

In production control, for example, PRINTAPUNCH can be conveniently used at assembly line and fabrication sites to provide up-to-the-minute information on men, machines, materials and output. Merely by setting digits on the variable selectors, inserting a pre-punched job card, a machine operator can update quantities scrapped, items completed and forwarded to the next work station. Similarly, information re: work-in-process, product status, machine downtime and resource availability can be added to pre-punched cards for central processing.

Or, a company stock clerk can punch bin counts into pre-punched inventory cards producing machine-readable data which can be immediately processed by EDP.





For further information concerning how the Model 311 PRINTAPUNCH can streamline information handling throughout your organization, call or write:



DASHEW BUSINESS MACHINES

1919 Vineburn Avenue • Los Angeles, California • 223-4111



Gentlemen,

We are very pleased to respond to your recent request for information with reference to our Printapunch 311.

The 311 is the first in an initial series of three machines. "Printapunch" was developed to supply an inexpensive, portable way of converting source data immediately into machine readable form. The 80 column punched card remains the basic machine readable unit record and therefore Printapunch becomes a basic machine for preparing that same basic unit record.

A Brochure describing the Model 311 Printapunch, it's features and some of it's applications is enclosed for your information.

Printapunch 311 is priced at \$185.00 F.O.B. Los Angeles, California, plus applicable State and Local Taxes. Shipments are made approximately 8 to 10 weeks after receipt of order. For immediate handling send your order to:

Dashew Business Machines, Inc.
1919 Vineburn Avenue
Los Angeles, California 90032
Attn: Manager, Marketing Services

Thank you for your interest. We hope we will hear from you again.

Very truly yours,

DASHEW BUSINESS MACHINES, INC.

J. F. Johnson
Product Manager,
Source Punch Equipment